

# **FY 2013 Traffic Enforcement Plan**



**August 2013**

## **BACKGROUND**

Ongoing enforcement programs to reduce fatal crashes and increase seat belt use have proven successful in Michigan. Alcohol- and drug-involved fatalities have seen a steady decline in the past five years from 440 in 2006 to 319 in 2011, a 27 percent reduction according to Fatality Analysis Reporting System (FARS) data. A University of Michigan Transportation Research Institute (UMTRI) study shows this reduction has saved taxpayers more than \$520.3 million dollars.

In 2011, Michigan had a seat belt use rate of 94.5 percent. Restraint use in fatal crashes has increased 3 percent (FARS data) as the overall observed restraint use over the past three years has declined 3 percent.

To continue positive progress, an emphasis on impaired driving and seat belt use remains the most promising means to reduce traffic deaths and injuries. According to the World Health Organization, seat belts are the most effective means to reduce injury severity and death in the event of a crash, reducing the likelihood of fatal injuries by 47 percent. Increasing seat belt use will substantially improve crash survivability, reduce injuries, and dramatically reduce societal economic costs.

The key to success for impaired driving and seat belt programs is high visibility enforcement. Educational messages, when coupled with periodic, high visibility enforcement, bring about meaningful and lasting behavior change. The primary offenders continue to be men ages 18 to 32, which research shows are less likely to wear seat belts and more likely to drive impaired.

The National Highway Traffic Safety Administration has developed a model for conducting high visibility enforcement campaigns, combining evaluation, earned media, paid media, and enforcement. OHSP adopted this model as the basis for its enforcement campaign strategy.

## **GOALS**

- Increase statewide observed seat belt use rate to 98 percent through September 30, 2013.
- Reduce the number of fatalities and incapacitating injuries to unrestrained vehicle occupants by 32 from 1,575 in 2011 to 1,543 through September 30, 2013.
- Reduce the number of fatalities and incapacitating injuries coded as Had-Been-Drinking by 212 from 1,253 in 2011 to 1,041 through September 30, 2013.

## **SEAT BELT AND IMPAIRED DRIVING ENFORCEMENT**

NHTSA requires states to participate in a seat belt enforcement mobilization over two weeks surrounding the Memorial Day holiday and an impaired driving crackdown over three weekends surrounding Labor Day.

OHSP-awarded traffic enforcement grants are “cooperative” in nature. A lead agency is identified in the selected county and invites other local law enforcement agencies to participate in the grant. The numbers of agencies in a county-cooperative grant ranges from one to thirteen. The Michigan State Police (MSP) also participate but to streamline

the process, the MSP has a separate grant that provides overtime funding to the Post in each of the identified counties.



### Overtime Patrols

A review of 2007-2011 ranking based on averages of HBD KA's and unrestrained KA's was used to identify where grant-funded overtime has the best potential to impact traffic crashes. Based on this analysis, the overtime enforcement plan will include participation in the following enforcement periods:

#### Mandatory enforcement periods:

- March 13 – April 8, 2013 – impaired driving
- May 20 – June 2, 2013 – daytime safety belt
- July 1 – July 7, 2013 – impaired driving
- August 16 - September 3, 2013–impaired driving and safety belt

#### Optional enforcement periods:

- October 25 – November 1, 2012 – impaired driving
- November 21 – November 25, 2012 – impaired driving
- December 27, 2012 – January 1, 2013 – impaired driving
- February 1 – February 3, 2013 – impaired driving

In addition to the enforcement periods above, safety belt and impaired driving enforcement will be allowed over the summer from June 6 through September 28.

More than 150 state, county and local law enforcement agencies in 26 counties will work together to enforce traffic safety laws, reaching up to 79 percent of the state's population. Twenty counties in the Central/Lower Peninsula, two counties in Northern Lower Michigan and four counties in the Upper Peninsula with the highest rankings were identified (see map).

During the dedicated **Click It or Ticket** enforcement period over Memorial Day, grant-funded seat belt enforcement zones will take place in high-traffic or high-crash areas. Portable signs will mark the entry into an enforcement zone where a law enforcement officer will serve as a spotter to identify unbelted drivers, conveying that information to several marked patrol vehicles that stop drivers and issue citations.



In addition, at least one seat belt enforcement zone will also be conducted each week of the Labor Day drunk driving crackdown. It is estimated that \$1.25 million will be expended for overtime enforcement of the seat belt law during the enforcement periods.

During the impaired driving enforcement periods, overtime impaired driving enforcement will occur as officers work saturation patrols. Saturation patrols are concentrated enforcement patrols in select high-crash areas where drivers are observed committing a moving violation and then stopped and screened for possible alcohol violations. It is estimated \$3 million will be spent on overtime enforcement of the impaired driving laws



during the enforcement periods.

#### Earned Media

Traffic enforcement relies on publicity to aid in awareness. Earned media efforts are an important part of publicizing enforcement periods.

The enforcement periods will be supported by a five-week earned media strategy. A series of media releases and advisories will announce the upcoming enforcement, the start of paid advertising (when applicable), the launch of enforcement through media events, a mid-mobilization announcement, and finally the enforcement results.

#### Paid Advertising

Paid advertising allows the state to create messages and target them where they stand to have the greatest influence for behavior change.

Advertising is developed with specific enforcement-themed messages directed toward young men and then placed on programs and stations, including the internet and websites most likely to reach this group during the summer mobilizations.

A strong emphasis will be placed on reach and frequency during concentrated two-week periods. Ads for the summer enforcement periods will play a week before enforcement and into the first week of enforcement. It is estimated \$1.75 million will be spent on paid advertising to support the summer enforcement periods.

#### Non-grant Funded Enforcement

All law enforcement agencies in the state are encouraged to take part in and support the statewide traffic enforcement periods, even if they do not receive grant funds. Through a special mailing, OHSP will provide background and support materials for the enforcement periods.

A Traffic Safety Champion program to increase safety belt enforcement and community outreach activity, and reporting the results to OHSP, will be pilot-tested during the Memorial Day enforcement period. In general, agencies will promote seat belt use in the community during the national Click it or Ticket mobilization, May 20 - June 2, 2013.

They will keep track of regularly-scheduled seat belt enforcement and community outreach efforts during the mobilization. They will report activity to OHSP no later than June 7, 2013 via a Google Survey. Overtime activity funded by OHSP will not be eligible.

### Evaluation

A comprehensive and ongoing evaluation program can locate areas for improvement and more accurately pinpoint weaknesses or areas of particular success.

The two primary evaluation tools will be observational surveys of seat belt use and phone surveys to gauge awareness of messages and change in behaviors. Seat belt direct observation surveys will take place before and after the Memorial Day enforcement period, as well as during the Labor Day period. Phone surveys will measure drivers' knowledge, beliefs, and experiences concerning law enforcement activities and media efforts. The surveys will take place before and after each summer enforcement period and will include an over sample of young men.

### **HIGH VISIBILITY IMPAIRED DRIVING ENFORCEMENT (HVE)**

High visibility impaired driving enforcement (HVE) is a strategy Michigan began as a pilot project in 2008. HVE will take place on roadways with a high number of alcohol-involved crashes. During pre-determined dates and times, officers will conduct late-night traffic patrols on a dedicated corridor. Reflective signs will be posted on side streets within the dedicated corridor. In addition, officers will wear reflective traffic vests to aid visibility and recognition of the program. Information cards will be given to motorists stopped for non-alcohol-related traffic offenses that explain the program seeks to reduce drunk driving through high-visibility enforcement.

This strategy for impaired driving enforcement has worked to reduce alcohol involvement in crashes. A review of the rankings of alcohol-involved fatal and serious injuries in crashes in two of the counties that conducted HVE in 2010 demonstrates remarkable results. Kalamazoo County was ranked 6 when the 2004-2008 data was reviewed. When the 2005-2010 data was reviewed, Kalamazoo County ranked 16. Ottawa County was ranked 13 and fell to 18 when the 2005-2010 data was reviewed. These positive results supported continuation of the program in 2013.

Eight counties will continue to participate in HVE enforcement. They include Kalamazoo, Kent, Muskegon, Oakland, Ottawa, Saginaw, Washtenaw and Wayne.

### **LAW ENFORCEMENT TRAINING**

Training enables law enforcement officers to be aware of and understand current issues to successfully address traffic safety priorities.

The information provided can increase the knowledge and skills of officers who use traffic enforcement as a means to reduce crime, traffic deaths and injuries.

The following training courses will be offered to assist officers with detecting drunk/drugged drivers:

- Officers working grant-funded impaired driving overtime enforcement are required to have completed the NHTSA-approved Standardized Field Sobriety Testing (SFST) training. In addition, a refresher course for SFST training has been developed. It is recommended that officers who were certified prior to 2009 attend a four-hour refresher no later than September 30, 2013. SFST training classes will be scheduled throughout the year.
- Advanced Roadside Impaired Driving Enforcement (ARIDE) training will be offered to address the gap between SFST and the Drug Recognition and Evaluation (DRE) program.
- Drug Recognition Expert (DRE) training will be scheduled.
- “Prosecuting the Drugged Driver” and “Cops in Court” training will be provided by the Prosecuting Attorney’s Association of Michigan for law enforcement officers.

### **MACP AWARD FOR EXCELLENCE IN TRAFFIC SAFETY**

The Award for Excellence in Traffic Safety program is a cooperative effort with the Michigan Association of Chiefs of Police (MACP), OHSP, and the American Automobile Association (AAA). The annual awards program recognizes outstanding traffic safety efforts conducted by local police departments, county sheriff’s offices, and state police posts.

Up to \$50,000 in grants will be awarded for equipment or overtime for traffic enforcement. AAA Michigan will present each finalist agency with a personalized plaque. Awards will be presented at the MACP mid-winter training conference in February 2013.

Eligible equipment to purchase with grant funds will include:

- a. Patrol vehicle (motorcycle, car, sport utility vehicle)
- b. Speed Trailer
- c. Portable electronic message board
- d. Total Station (or accessories)
- e. Operator license scanner and supplies
- f. In-car camera
- g. Radar
- h. Laser
- i. Crash Data Retrieval system (black box reader)
- j. Vehicle light bar
- k. Preliminary Breath Test (PBT) instrument and mouthpieces
- l. Reflective light kit
- m. Reflective traffic stick
- n. Stop stick
- o. Video microphones
- p. Traffic counter
- q. Traffic control signs (for direction control at crash)
- r. Reflective traffic vest and/or rain coat



- s. Traffic crash software
- t. Passive alcohol sensor
- u. Fatal vision goggles
- v. Safety belt enforcement zone or drunk driving enforcement area road signs

**Items that will not be approved include such things as repairs, extended warranties, car radios, tasers, etc.** These items will not be reimbursed.

## Proposed locations for FY13 Traffic Enforcement

